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will be too commonplace. Some of the chapters are compilations of heterogeneous data rather than orderly treatments.

Professor Brisco has divided his text into two parts: I, The Salesperson and Efficient Salesmanship; II, The Manager and Efficient Salesmanship. The consideration of the third person concerned, namely, the consumer, is put into part I by way of information to the salesperson as to how he may analyze his customer through appearance, voice, acts, etc. The steps in an orderly sale, the objections commonly raised and answered, the use of suggestion, are also given in this part. But to devote 110 of the 230 pages to the salesman's health, appearance, character, tact, personality, enthusiasm, honesty, courtesy, confidence, loyalty, etc., seems an unduly prolix treatment of common virtues which are proper and becoming to any one whether salesman, hod-carrier or bank president. Two chapters of the second part, on Habits and Fatigue, partake of the same nature. This text is dominated by the *retail*-selling point of view although it rarely states directly this position. It is designed as a textbook, each chapter being followed by a list of questions on the data and by a bibliography.

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#### NEW BOOKS

- BAMBURGH, W. C. *Talks on business correspondence*. (Boston: Little, Brown. 1916. Pp. xv, 246. \$1.)
- BROWN, B. S. *Modern fruit marketing; a complete treatise covering harvesting, packing, storing, transporting, and selling of fruit*. (New York: Judd. 1916. Pp. 283. \$1.25.)
- BROWNE, T. A. *The Torrens land transfer act of Nebraska*. (Lincoln: Legislative Reference Bureau. 1916. Pp. 60.)
- CHILDS, F. H. *A treatise on American business law, with illustrative cases*. Vol. 1, *Elementary law. Contracts*. (Chicago: Walton School of Comm. 1916. Pp: 351.)
- CLOOS, G. M. and FARMER, H. J. *Manual for appraising real estate and buildings by approved practical methods; with key to land values as shown on Caspar's official map of Milwaukee and suburbs*. (Milwaukee: C. N. Caspar Co. 1916. Pp. 59. \$15.)
- COHEN, J. H. *The law; business or profession?* (New York: Banks Law Pub. Co. 1916. Pp. 415. \$2.50.)
- COMBAT, F. J. *Manuel des opérations de bourse*. New edition. (Paris: Berger-Levrault. 1916. 6 fr.)

- DENCH, E. A. *Advertising by motion pictures*. (Cincinnati: Standard Pub. Co. 1916. Pp. 255. \$1.50.)
- DENHAM, R. S. *The science of cost-finding. Applied to factories making products to special or shop orders*. (Cleveland, O.: Cost-finding Co. 1916. Pp. 104.)
- DUFF, A. M. *Manufacturers hourly basis wage calculator for pay rolls and labor costs; shows the amount for every quarter hour from one quarter hour up to 144 hours, calculated for each half cent of wages from 8 cents per hour up to and including 80 per hour; 145 schedules*. (Boston: A. M. Duff. 1916. Pp. 157.)
- DUNLAP, G. S. *Philadelphia investors 1916*. (Philadelphia: Dunlap Prtg. Co. 1916. Pp. 117. \$10.)
- GIBSON, T. *The pitfalls of speculation*. 1916 edition. (New York: Moody Mag. & Bk. Co. 1916. Pp. 184. \$1.)
- HALE, S. R. *Short talks on retail selling*. (New York: Funk & Wagnalls. 1916. Pp. 170.)
- HAWORTH, S. G. *Cotton seed oil mill bookkeeping, illustrating the use of the voucher system*. (Battle Creek, Mich.: Ellis Pub. Co. 1916. Pp. 55. \$.65.)
- JACKSON, F. DEF. *The Jackson system of mercantile reporting; practical and tested rules on the best and quickest way to establish a mercantile credit reporting agency*. (Columbus, O.: Speers-Simpson Co. 1916. Pp. 92. 35c.)
- JONES, E. D. *The administration of industrial enterprises. With special reference to factory practice*. (New York: Longmans. 1916. Pp. vi, 442.)  
To be reviewed.
- KLEIN, R. *Quick calculator: currency reductions*. (New York: Dutton. 1916. Pp. 13. 80c.)  
The text is in English, French, and Russian; the tables show reductions from any one into any other system of weight, measure, or coinage.
- LEICHTER, E. *Successful selling. A treatise covering essentials of selling efficiency*. (New York: Funk & Wagnalls. 1915. Pp. 78.)
- SEABROOK, E. L. *How to make the business pay; a practical treatise on business management for contractors in sheet metal work, plumbing, heating, electrical work and building construction; with methods for ascertaining the cost of conducting collections and credits, publicity and business correspondence, securing and retaining custom*. (New York: Sheet Metal Pub. 1916. Pp. 173. \$2.)
- SHAW, A. W. *An approach to business problems*. (Cambridge: Harvard Univ. Press. 1916. Pp. xxvi. 332. \$2.)
- TARBELL, I. M. *New ideals in business. An account of their practice*

- and their effects upon men and profits.* (New York: Macmillan. 1916. Pp. 339. \$1.75.)
- THOMPSON, C. B. *How to find factory costs.* (Chicago: A. W. Shaw. 1916. Pp. 191, charts. \$3.)
- THRIFT, T. B. and others. *Business letters, how to write them.* (Jackson, Mich.: Business Eng. Pub. Co. 1916. Pp. 125. 85c.)
- WEBNER, F. E. *Factory accounting.* (Chicago: La Salle Exten. Univ. 1916. Pp. 300. \$3.30.)
- WIGENT, W. D. and others. *Modern filing; a text book on the office system.* (Rochester, N. Y.: Yawman & Erbe Mfg. Co. 1916. Pp. 100. \$1.)
- ZIMMER, G. F. *The mechanical handling and storing of materials.* (New York: Van Nostrand. 1916. Pp. 744.)
- Classified C. P. A. problems and solutions—1915.* (New York: Ronald Press. 1916. Pp. 350. \$3.)
- Based on the 1915 examinations of twenty states, there are 224 questions, classified according to 117 subjects which fall under theory of accounting, practical accounting, and auditing (not commercial law). The answers have been supplied by Henry C. Cox, Hazen P. Philbrick, Paul J. Esquerre, John H. Schnackenberg, D. C. Eggleston, Arthur B. Sinclair, Earl A. Saliers, and others. A special glossary includes about 100 other questions from the examinations which involve accounting terminology.
- The land-title registration act of the state of New York.* Second edition. (Albany, N. Y.: Bender. 1916. Pp. 87.)
- Mental ability.* Course in business essentials, vol. 3. (New York: Business Training Corporation. 1916. Pp. 141.)
- Federal bill of lading act (Pomerene act) making negotiable bills of lading in interstate and foreign commerce; effective Jan. 1, 1917.* (Boston: Merchants National Bank. 1916. Pp. 36.)
- Harvard system of accounts for shoe wholesalers. Explanation of the profit and loss statement.* Bulletin no. 6, Bureau of Business Research. (Cambridge: Harvard Univ. Press. 1916. Pp. 41. 50c.)
- Harvard system of stock keeping for shoe retailers.* Bulletin no. 7, Bureau of Business Research. (Cambridge: Harvard Univ. Press. 1916. Pp. 37. 50c.)
- Harvard system of operating accounts for wholesale grocers. Explanation of the profit and loss statement.* Bulletin no. 8, Bureau of Business Research. (Cambridge: Harvard Univ. Press. 1916. Pp. 43. 50c.)
- The one hundred best investments.* (London: British Foreign Colonial Corporation. 1916. Pp. 103. 1s.)
- Status of bonds under the federal income tax.* (New York: Standard Statistics Co. 1917. Pp. 158. \$2.)

*Synopsis of the laws of the Dominion of Canada respecting the sale of food and other commodities.* (Ottawa: Dept. of Trade & Comm. 1916. Pp. 16.)

### Capital and Capitalistic Organization

*The Telephone and Telephone Exchanges. Their Invention and Development.* By J. E. KINGSBURY. (New York: Longmans, Green and Company. 1915. Pp. x, 558. \$4.00.)

Any one interested in the development of a public utility which has become in this country one of the most important servants of society and of commerce, will find this book significant and of value. It is intended by its author to comprise a short history of the telephone industry, and it is in fact an abbreviated or condensed history of the development of invention in the art of the telephone.

The book opens with interesting chapters describing the state of science anterior to the invention of the telephone by Alexander Graham Bell, and these are followed by chapters relating to the scientific characteristics of spoken language and to the development of Mr. Bell's ideas which eventuated in the telephone itself. All of this matter is interesting to one who would study the history of the development of this great, revolutionary invention, which has had a tremendous influence upon society. These eight chapters are all compressed in 76 pages, and therefore are perhaps too condensed to show the full romance of the early telephone work.

In opening the ninth chapter, the author says, "To the present generation familiarity in the use of the telephone has dulled the sentiment of wonder once existing that speech should be transmitted or that means should be found for diverting that speech from line to line at the speaker's desire. So promptly was science applied to commercial and social uses; so generally, after a time, was the application taken advantage of, that the wonder has evaporated and the user only become the more exacting in his requirements." Then follow a number of chapters comprising some hundred pages, dealing with the physical construction of the modern apparatus, including the exchange switchboards and associated apparatus, the transmitters and receivers, the call bells and other auxiliary devices, and the manner of their development and association into the modern complex commercial telephone system.